

Angelyn R. Lao, Dr. Ing.
Professor, Department of Mathematics & Statistics
Head, Systems and Computational Biology Unit
De La Salle University, Manila

TITLE: Model Analysis of Communication Dynamics

ABSTRACT:

Social media has become a critical component in promoting information. The dynamics of communication behave similarly to the spread of viruses and can be studied and analyzed using mathematical models. In this talk, I will present different modeling approaches that can be applied to better understand communication dynamics in social media and determine strategies on how to improve or control the dissemination of information.